

FILE

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343/JUNE 10, 1963

1963

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 7, 1963</u>			
June 6	PATTULLO-JO COPELAND PREVIEW FOR THE PRESS AT 9:30 A.M.(498 Seventh Ave.)		
Thursday June 6 10:00 A.M.	JUNIOR PETITE FUR FASHIONS Preview of petite fur fashions, styled by David Dana. For press and buyers, by invitation. Thereafter at 10:00 and 2:00, by appointment. Contact: Miss Lillian, LA. 4-0105.	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday June 6 11:30 A.M.	OPENING: FALL COLLECTION Designed by Dorothy Farbo. By invitation. Thereafter June 6, 11, 13, 19 at 11:30. By reservation. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday June 6 12:00 Noon	PREVIEW: MOLLIE PARNIS FALL COLLECTION For press and resident buyers, by invitation. Thereafter, June 11, 12, 13 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.	PARNIS LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 6 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30, June 6, 11, 12, 13, 18, 20; and June 26 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR FASHIONS Preview of Carl Bernstein's Fall-Winter fur fashions. By invitation. Thereafter, by appointment. Contact: Donald Bernstein, PE. 6-0546.	CARL BERNSTEIN & SON	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 7 3:00 P.M.- 6:00 P.M. Cocktails	TRADE SHOWING: OVER- THE-COUNTER FABRICS Eastman will present a trade show, featuring over-the-counter fabrics containing Eastman fibers in Fall fashions made from patterns by leading companies. By invitation. Contact: Lester H. Senholzi, OR. 9-1820.	EASTMAN CHEMICAL PRODUCTS, INC.	F.I.T. 227 WEST 27TH STREET
Thursday June 6 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Buyer showings: June 10, 12, 14, 18, 20 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 6 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Junior fashions, designed by Betty Carol. By invitation. Thereafter, June 11 and 12 at 2:00 P.M. at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 6 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL 1963 Formal dinner and fashion show featuring "Great American Knits" in Du Pont fibers. Trend-setting styles for Fall 1963. Cocktails--6:30, Terrace Room; Dinner--8:00, Grand Ballroom, followed by show. For retail store executives, buyers, and press. Trade contact: Nancy Hamilton, 971-4262. Press contact: Ellen Morris, 971-4404.	DU PONT COMPANY	HOTEL PLAZA TERRACE ROOM
Friday June 7 9:00 A.M. Breakfast	PREVIEW OF FALL- WINTER FUR FASHIONS Christian Dior and Laurence H. Kaye will preview their Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter at 10:30 and 2:30 in showroom, 345 Seventh Avenue. Contact: OX. 5-8340.	CHRISTIAN DIOR & LAURENCE H. KAYE FURS	HOTEL PLAZA TERRACE ROOM
Friday June 7 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION Wragge's Fall collection. Thereafter June 11, 12, 18 at 11:00 A.M. <u>All showings by invitation only.</u> Contact: Mary Feld, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 7 12:45 P.M. Luncheon	PRESS PREVIEW: FALL BOUTIQUE COLLECTION John Weitz will preview his boutique collection, available at Henri Bendel. By invitation only. Contact: Virginia Scoville, LO. 3-4920.	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST ST.
June 7	GIVENCHY COLLECTION FOR FEMINA FURS--special buyer preview at 2:30.		
Friday June 7- June 21	FASHIONS FROM AUGUST- SEPTEMBER ISSUES Display of editorial, advertised fashions and promotion plans from Seventeen's Fall issues. For store and buying office executives only, by appointment, 9:00 A.M. to 5:00 P.M. Contact: Anita Blanchard, PL.9-8100.	SEVENTEEN MAGAZINE	420 PARK AVENUE SHOWROOM - 8TH FLOOR
Saturday June 8 5:00 P.M.	FALL SEMINAR: "HEAD-TO-TOE LOOKS" MMI will present important stories of the Fall season for their member stores. By invitation only. Contact: Linda Krutchkoff, LT. 1-2714.	MERCHANDISING MOTIVATION INC. (39 W. 55TH STREET)	HOTEL PLAZA CRYSTAL ROOM
Beginning Saturday June 8- June 22	FORTIETH ANNUAL FASHION EXHIBITION Students' work in career training; original designs; fashion illustration for reproduction. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

WEEK BEGINNING MONDAY, JUNE 10, 1963

June 10	ALTMAN RELEASE DATE--Apres swimwear. (No Press Show)		
Monday June 10 10:00 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Preview of Stern's bridal fashions. (For Release, Wed., June 12.) By invitation. <u>Customer showing, Wed., June 17 at 6:00 P.M., Special Events Center, 6th Floor.</u> Publicity: Mildred Collins, LO. 5-7950.	STERN'S	3RD FLOOR BRIDAL SALON
Monday June 10 11:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTION For buyers, June 10 at 11:00 and 3:00. <u>Press preview, Wed., June 12 at 4:00 P.M.</u> All showings by invitation. Contact: CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 10 11:00 A.M.	OPENING: FALL-WINTER FUR COLLECTION Fall-Winter fur collection; also showing of a special group, designed by Rodger Robinson. For press and buyers, by invitation. Thereafter daily through June 28 at 10:00 and 2:00, by appointment. Contact: Mr. Ackerman, LO. 3-5945.	KOTUK & ACKERMAN	345 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 10 12:00 Noon	PREMIERE OPENING: FALL COLLECTION Premiere showing of new collection by Geoffrey Beene. Thereafter, June 11, 12, 13, 18, 20 at 12:00 Noon. Contact: Joe Snow, LW. 4-0454.	GEOFFREY BEENE FOR A.FETTERMAN, LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday June 10 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Preview for press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings Tues., June 11 at 2:30, and Wed., June 12 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 10 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTIONS Fall collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By reservation. Also showing June 12, 17, 19 at 2:30. By reservation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday June 10 2:30 P.M.	SHOWING: GIVENCHY FUR COLLECTION Daily at 2:30, by appointment. Contact: LO. 5-3870. Publicity: Ruth Hammer, 2 West 59th St., EL. 5-7872.	FEMINA FURS	333 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 10 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION Sam Friedlander's Fall collection, designed by Bob Bugnand. By invitation. Fashion coordinator: Phyllis Youngheart. Thereafter by appointment at showroom, 3rd floor. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Monday June 10 4:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's wholesale Fall-Winter fur collection. By invitation. Thereafter by appointment. Publicity: Bill Paige, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 10 6:00 P.M. Champagne	PREVIEW: FALL COLLECTION Day-into-evening dresses; also premiere showing of new at-home and lounge-wear fashions. Show at 6:00 P.M. promptly. For press and buyers by invitation. Press contact: Lorrie Eyerly at Revlon, CI. 5-3300. Thereafter by appointment. Trade contact: Ted Shapiro, LO. 3-3035	ROYAL LYNNE, LTD.	108 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Monday June 10 6:00 P.M.	ADDITIONAL SHOWING: CALIFORNIA FASHIONS By appointment. Showings through June 21. Contact: CI. 7-2200, Ext.1605.	HEIGA	HOTEL GOTHAM SUITE 1605
Beginning Monday June 10- June 21	OPENING: FALL FLORIDA FASHIONS R and M (Miami, Florida) Fall collection of daytime and evening dresses, designed by Jose Rivero. Contact: Antonio Cueto, CI. 7-2200.	R AND M HIGH FASHIONS, INC.	HOTEL GOTHAM

FALL READY-TO-WEAR TIME TABLE, WEEK OF JUNE 10

("O" REFERS TO OPENINGS; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, JUNE 10</u>	<u>TUESDAY, JUNE 11</u>	<u>WEDNESDAY, JUNE 12</u>	<u>THURSDAY, JUNE 13</u>
9:30 Cameo; Five Thirty Style Trends	Cameo; Five Thirty Style Trends Modern Couture	Cameo; Five Thirty Style Trends Modern Couture *Tiffeau-Busch	*Cameo; Five Thirty *Style Trends Modern Couture
10:00	Frank Gallant Adele Simpson Ben Zuckerman(P) Jack Sarnoff Marquise Ben Reig	Frank Gallant Adele Simpson Ben Zuckerman *Seymour Fox Ben Reig	Frank Gallant Adele Simpson Ben Zuckerman Jack Sarnoff Marquise Tarquin Ebker(P)
10:30 Edward Abbott David Crystal dr. *Hattie Carnegie Leonard Arkin Jane Derby	Monte-Sano & Pruzan Mignon Edward Abbott David Crystal dr. Herbert Sondheim Pattullo-Copeland Handmacher-Vogel David Goodstein	Edward Abbott David Crystal dr. Herbert Sondheim *Jane Derby Fontana of Rome(P)	Monte-Sano & Pruzan Mignon Edward Abbott David Crystal dr. Herbert Sondheim Pattullo-Copeland David Goodstein
11:00 Sarmi(O)	Seymour Jacobson Wragge	Wragge	Seymour Jacobson
11:30 Style Trends George Carmel Andrew Arkin	Style Trends Abe Schrader Mignon Arthur Jablow Arkin Knits	Style Trends Abe Schrader George Carmel	*Style Trends Abe Schrader Mignon Arthur Jablow
12:00 Estevez Geoffrey Beene- A.Fetterman(P) Mlle. Ricci Paul Blumenstein	Estevez Geoffrey Beene- A.Fetterman Vera Maxwell Louis Goldstein Harold Levine Ceil Chapman Mollie Parnis Countess Alexander	Estevez Geoffrey Beene- A.Fetterman Vera Maxwell Louis Goldstein Martier-Raymond(O) Ceil Chapman Mollie Parnis Countess Alexander	Estevez Geoffrey Beene- A.Fetterman Vera Maxwell Louis Goldstein Harold Levine Ceil Chapman Mollie Parnis Talmack(O)
1:00 Lee Claire Teal Traina	Jr.Sophisticates Lee Claire Teal Traina Harvey Berin Hannah Troy Mr. Mort	Jr.Sophisticates Lee Claire Teal Traina Harvey Berin Hannah Troy	Jr.Sophisticates Sonia Gowns Harvey Berin
1:15 Nat Kaplan	Gothe Oleg Cassini(O)	Nat Kaplan Oleg Cassini	*Oleg Cassini- Young America
2:00 Originala	Originala Mam'selle	Mam'selle	Originala

(continued on following page)

FALL READY-TO-WEAR TIME TABLE (continued from page 4)

<u>MONDAY, JUNE 10</u>	<u>TUESDAY, JUNE 11</u>	<u>WEDNESDAY, JUNE 12</u>	<u>THURSDAY, JUNE 13</u>
2:00	Harry Frechtel Rappi	Rappi	Harry Frechtel Rappi
2:15 Paul Parnes	Paul Parnes	Paul Parnes	
2:30 Hayette Gustave Tassell(O) Martini Designed; Miss Martini(P)	Hayette Maurice Rentner Christian Dior-N.Y. Darieux(P) Branell Ira Rentner Jamison Trigere Rembrandt Larry Aldrich	Hayette Maurice Rentner Martini Designed Miss Martini Darieux Branell Ira Rentner Jamison Trigere Rembrandt Larry Aldrich	Hayette Maurice Rentner Christian Dior-N.Y. Ceil Chapman(P) Darieux Branell Ira Rentner Jamison Trigere
3:00 Sarmi	G.Stavropoulos Andrea A	G.Stavropoulos	*G.Stavropoulos
3:30 Style Trends Sam Friedlander(P)	Style Trends Anne Fogarty dr.(O)	Style Trends Anne Fogarty dr.	*Style Trends Eric Lund(P)
4:00 Lawrence of London Harmay	Lawrence of London Harmay Anthony Blotta(O) Burke-Amey Malcolm Starr Rosalie Macrini Townley-D.Brooks Samuel Winston	Lawrence of London Sarmi(P) Samuel Winston	Lawrence of London Anthony Blotta Malcolm Starr Townley-D.Brooks
4:30 Estevez Petites	Greta Plattr for Zacari(P)		Estevez Petites
5:00			Trigere(P)
5:15		Rossino-Angela(P)	
5:30	Bud Kilpatrick(P)		
6:00 Helga	Gustave Tassell	Gustave Tassell	Gustave Tassell

FALL CONTINUOUS SHOWINGS--These collections have opened.

ACCENTIQUEAfter-five, cocktail, and evening fashions, by Earl Bonuam.
498 Seventh Avenue, 10th Floor, LO. 4-1434.

ALBERT ALFUS, INC. . .Costumes, daytime and late day fashions in leathers and kidskin.
1407 Broadway, 12th Floor, OX. 5-1840.

ARBE ORIGINALSFall boutique separates and cashmere coordinates, by Dorothy
498 Seventh Avenue, 11th Floor, CH. 4-2370. /Arden.

ARKAY JUNIORFall junior collection.
498 Seventh Avenue, 19th Floor, LO. 5-2626.

(continued on following page)

FALL CONTINUOUS SHOWINGS (continued from page 5)

BARBERINI, LTD. . . .Fall coats and suits.
230 West 38th Street, 9th Floor, PE. 6-2291.

BATALDIFall coat collection.
(BAITCH & CASTALDI) 230 West 39th Street, 12th Floor, LO. 4-6886.

BRIARBROOK SUITS. . .Suits and coats, designed by Stefan.
512 Seventh Avenue, 11th Floor, LW. 4-9000.

BOBBIE BROOKS, INC. .Junior dresses, sportswear, suits.
1407 Broadway, 39th Floor, PE. 6-2392.

TED BROWN, INC. . . .Daytime and late-day junior collection, by Frances Prisco.
498 Seventh Avenue, 2nd Floor, PE. 6-2642.

TED BROWNFall knit collection, by Frances Prisco.
KNITS 1400 Broadway, 8th Floor, PE. 6-2642.

ANNETTE BULLOCK . . .Showings, by appointment, through June 14.
OF CALIFORNIA Savoy-Hilton Hotel, Suite 2206, EL. 5-2600.

CABANA. "Private Life"--dresses, separates, by Rikki Kilsdonk.
1410 Broadway, 17th Floor, WI. 7-0326.

CISA. Italian knitwear; Valstar coats and rainwear.
(IMPORTS INT'L, INC.) 1410 Broadway, 25th Floor, BR. 9-3904.

CIARET ORIGINALS. . .Sportswear and casual dresses.
498 Seventh Avenue, 8th Floor, LO. 3-6126.

DAVID CRYSTAL, INC. .Fall suit collection; "Sportive" all purpose coats.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

DEVONBROOK.Fall suit collection, by John Anthony.
1400 Broadway, 10th Floor, PE. 6-4580.

EVAN-PICONE SUITS . .Fall suit collection, by Frank Smith.
1407 Broadway, 32nd Floor, LO. 4-7373.

FEDER FASHIONS. . . .Fall knit dresses, separates, and sportswear.
1410 Broadway, 29th Floor, WI. 7-3968.

ANNE FOGARTY. . . . "A.F. Boutique"--Fall sportswear collection.
530 Seventh Avenue, 14th Floor, LO. 4-9115.

BRITTANY.Fall coat collection.
(HENRY FRIEDRICKS) 205 West 39th Street, 13th Floor, PE. 6-8867.

WAYNE FULLER.Cottons, silks, lightweight wools. By appointment through June 20.
OF CALIFORNIA Hotel Gotham, Suite 1005, CI. 7-2200.

FUN FLYERS.Sportswear by Elaine Moore; Fur Flyers' neckwear and headwear
37 West 39th Street, Penthouse, OX. 5-6323. /fashions.

(continued on following page)

FALL CONTINUOUS SHOWINGS (continuous from page 6)

HARVEY FURST. . . . "Black & White Tie Collection"--cocktail, evening gowns, by Donn
530 Seventh Avenue, 8th Floor, WI. 7-5370. /Autten.

RUDI GERNREICH. . . . Fall knit dresses, separates, and sportswear.
FOR HARMON KNITWEAR Charles Rose Assoc., 1407 Broadway, Rm. 600, BR. 9-5664.

GAY GIBSON, INC.. . . . Fall junior collection.
1407 Broadway, 39th Floor, LO. 5-4212.

NATALIE GREEN "Grand Tour" junior car coat collection, by Mr. Josef.
500 Seventh Avenue, 14th Floor, LO. 5-1888.

GROELLE, INC. Dresses, costumes, leather fashions, by Shelly Lebow.
498 Seventh Avenue, 6th Floor, LW. 4-1075.

GROSS-SYDNEY. "Petti-4" casual wear for the petite; "Terry Rogers" misses sizes.
498 Seventh Avenue, 17th Floor, CH. 4-3558.

HAYMAKER SPORTS "Sportive Look"--shirts, dresses, separates for Fall.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

HEISER, INC.. Fall dresses, separates, at-home fashions, by Silvano of Roma.
550 Seventh Avenue, 6th Floor, LO. 3-1534.

HELGA OF. Fall collection. By appointment.
CALIFORNIA Hotel Gotham, Suite 1605, CI. 7-2200.

JONNY HERBERT, INC.; . Junior day-to-evening fashions; Pab cocktail-evening fashions.
PAB LTD. 498 Seventh Avenue, 18th Floor, LO. 5-6900.

NAN HERZLINGER. . . . "The Complete Look"--Fall collection, by Nan Herzlinger.
242 West 38th Street, 11th Floor, OX. 5-1735.

VERA HICKS. Couturiere collection of cocktail and late day dresses.
1400 Broadway, 9th Floor, LA. 4-0648.

MELBA HOBSON FOR. . . Sportsweat, casual dresses, at-home fashions.
MR. GEE 1407 Broadway, 25th Floor, WI. 7-8178.

JUNIOR ACCENT Junior collection, by Frank Adams.
498 Seventh Avenue, 10th Floor, LO. 4-1434.

KAY-SELIG, INC. . . . Cocktail and formal fashions.
1385 Broadway, 6th Floor, WI. 7-4252.

KIMBERLY KNITWEAR . . Knitted dresses, suits, ensembles.
1410 Broadway, 10th Floor, LO. 4-1080.

VIRGINIA KREMENTZ . . Imports by Paula Lee; Margo Robson; Fabiani; Consentino; Zelker.
42 West 58th Street, Rm. 203, PL. 3-4464 or PL. 3-3500, Ext. 203.

LANZ, INC.. Junior dresses and sportswear, By appointment.
1407 Broadway, 26th Floor, OX. 5-6440.

(continued on following page)

FALL CONTINUOUS SHOWINGS (continued from page 7)

- LESLIE FAY, INC. . . Fall collection.
1400 Broadway, 16th Floor, LW. 4-9000.
- JOAN LESLIE. "Misses Sizes for the Young Connoisseur"--Fall collection.
530 Seventh Avenue, 4th Floor, LW. 4-9000.
- LOOMTOGS, INC. & Fall collection, by Leo Narducci; Arnold Palmer's golf clothes.
SPORTS EDITIONS 1410 Broadway, 15th Floor, LA. 4-4671.
- MARCH & MENDL, INC. Fall-Winter rainwear and outerwear; also ski slope jackets.
512 Seventh Avenue, 21st Floor, LA. 4-7942.
- MARGOT, INC. Fall misses collection.
498 Seventh Avenue, 19th Floor, LO. 5-2626.
- MARUSIA OF Coats, suits, dresses, costumes, evening gowns. By appointment.
CALIFORNIA Hotel St. Regis, Suite 605, PL. 3-4500.
- MR. MORT SPORTSWEAR. Separates and boutique collection, by Elvia Gobbo.
498 Seventh Avenue, 20th Floor, OX. 5-4760.
- NANNETTE CASHMERES . Boutique sweaters and coordinates.
1410 Broadway, 24th Floor, WI. 7-8130.
- NICOLE "Sportive" fashions of knitted and wool dresses, blouses, coordi-
525 Seventh Avenue, 10th Floor, BR. 9-3038. /nates.
- PARNES FEINSTEIN . . Dresses, costumes, cocktail, evening gowns, by Mort Mogel.
530 Seventh Avenue, 10th Floor, BR. 9-0965.
- PARNET Young misses collection, by Norah May.
498 Seventh Avenue, 10th Floor, CH. 4-4600.
- PHELPS Separates, dresses, coats, accessories. By appointment.
(SKYLAND, N.C.) Sheraton-Russell Hotel, Suite 711, MU. 5-7674.
- R & K INC.;. Fall collection; also R & K knits.
R & K KNITS 1400 Broadway, 5th Floor, PE. 6-0900.
- SAMUEL ROBERT, INC. Fall fashions in leathers, fabrics, knits, including skiwear.
1407 Broadway, 27th Floor, LA. 4-4562.
- RONA DRESS COMPANY . Dress collection, by Lee Shapiro.
1400 Broadway, 19th Floor, CH. 4-3872.
- MORT SCHRADER. . . . Fall collection.
530 Seventh Avenue, 15th Floor, LO. 4-9194.
- CATHERINE SCOTT. . . Couture collection. By appointment to June 21.
OF CHICAGO Hotel Gotham, Suite 1009, CI. 7-2200.
- JERRY SILVERMAN. . . Fall collection, by Shannon Rodgers. By appointment.
530 Seventh Avenue, 10th Floor, CH. 4-7522, or CH. 4-4940.

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FALL CONTINUOUS SHOWINGS (continued from page 8)

ROBERT SLOAN.Sportswear, dresses, separates by Sylvia de Gay.
498 Seventh Ave., 7th Fl. Publ.: Margaret Hodge, LT.1-3260.

FREDERICK STARKE. . .Tweed suits; cocktail, evening dresses. By appointment to June 10.
OF LONDON Hotel Pierre, Suite 503, TE. 8-8000.

STEPHAN LTD..Fall misses dresses.
BY SCHRADER 530 Seventh Avenue, 3rd Floor, LO. 4-9194.

TRAVILLA OFFall collection. By appointment.
CALIFORNIA Hotel Plaza, Suite 1011, PL. 9-3000.

TUDOR SQUARE.Fall sportswear and coordinates.
SPORTSWEAR, INC. 1407 Broadway, 14th Floor, BR. 9-8120.

ULLA.Sportswear, sweater and skiwear by Vicki Cooper. By appointment.
1384 Broadway, 20th Floor, BR. 9-9076.

ALFRED WERBERFall junior fashions and True Talls in junior styles
(ST. LOUIS, MO.) 1400 Broadway, 9th Floor, LA. 4-0648.

WERLE OFCalifornia Fall fashions. By appointment.
CALIFORNIA Hotel Gotham, Suite 805, CI. 7-2200.

WILROY, INC..Sportswear, dresses, coordinates, by Pembroke Squires.
498 Seventh Avenue, 22nd Floor, LO. 5-7815.

JACK WINTER"Sporting Looks"--Fall collection.
1410 Broadway, 15th Floor, BR. 9-7495.

Beginning Monday June 10	OPENING OF FALL COLLECTION Continuous daily showings of Fall dresses and costumes, designed by John Anthony. Contact: Fleurette Rothschild, PE. 6-4580,	DEBSHIRE	1400 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Monday June 10	OPENING: ITALIAN BOUTIQUE FASHIONS "Roman Antics"--daily informal showings of Fall-Winter boutique fashions made in Italy. Contact: Ruth Weber, CH. 4-0556.	VIA VENETO 7- INC. (DIV.OF GINO PAOLI)	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday June 10	SHOWING: PAISLEY COLLECTION Fashions in heirloom paisley--skirts, jackets, hats, shoes, gloves, purses, and other accessories. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Monday June 10	OPENING: FALL-WINTER JEWELRY COLLECTION Showing of new Napier fashion jewelry and gifts for Fall and Winter. Contact: YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
June 11	MACY'S RELEASE DATE--Fall bridal fashions. (No Press Show)		
Tuesday June 11 10:00 A.M.	OPENING OF FALL COLLECTION Thereafter June 12,13,18,19,20 at 10:00. By appointment. Cont.: WI.7-3764.	BEN ZUCKERMAN, INC.	512 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 11 10:30 A.M.; 2:30 P.M.	OPENING: FALL FUR COLLECTION Showings of furs by Ritter at 10:30 and 2:30 daily, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Tuesday June 11 12:00 Noon Luncheon	LUNCHEON PREVIEW FOR BEAUTY EDITORS Procter & Gamble will introduce a new home permanent. By invitation. Contact: Barbara Lang at Rowland Co., 415 Madison Ave., MU. 8-1200.	PROCTER & GAMBLE	SIGN OF THE DOVE 1110-3RD AVE. (65TH ST.)
Tuesday June 11 1:15 P.M.	OPENING OF FALL COLLECTION Showings June 11, 12, 18 at 1:15 P.M. by reservation. Contact: LO. 5-6453.	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 11 2:30 P.M.	PREVIEW: FALL HAUTE COUTURE FASHIONS Fall afternoon, cocktail, and evening fashions, designed by Robert Darieux. Also, June 12 and 13 at 2:30. By reservation. Thereafter by appointment. Contact: LO. 5-8511.	DARIEUX CREATIONS	491 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
June 11	FREDRICA FURS, BUYER PREVIEW, TUES., JUNE 11 AT 2:30 P.M. (345 7th Ave.)		
Tuesday June 11 3:00 P.M.	OPENING OF FALL COLLECTION Showings June 11, 12, 13, 14 at 3:00. For press and buyers, by reservation. Thereafter by appointment. Contact: PL. 5-2494.	GEORGE STAVROPOULOS, INC.	47 WEST 57TH STREET SALON - 5TH FLOOR
Tuesday June 11 3:30 P.M.	FALL DRESSES AND COSTUMES Showings June 11 and 12 at 3:30. By invitation. Informal daily thereafter. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
June 11	BURKE-AMEY SPECIAL SHOWING OF FALL FASHIONS AT 4:00 (16 W. 57th St.).		
Tuesday June 11 4:00 P.M.	OPENING OF FALL COLLECTION Anthony Blotta's Fall collection. For press and buyers, by invitation. Thereafter, June 13, 18 at 4:00 P.M. By appointment. Contact: PE. 6-8412.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 11 4:30 P.M. Cocktails	PREVIEW OF FALL COUTURE SPORTSWEAR Zacari's Fall sportswear collection, designed by Greta Plattr, (cocktails will follow show). By invitation. Continuous thereafter at showroom, 1410 Broadway, 18th Floor. Contact: Kurt Weimer, PE. 6-3650.	GRETA PLATTRY FOR ZACARI, LTD.	HOTEL PLAZA TERRACE ROOM
Tuesday June 11 5:30 P.M.	PREVIEW: CALIFORNIA FALL COLLECTION Preview of Fall collection, (cocktails following show). By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, PL. 9-3000. Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK (2139 STONER AVE., L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 11 5:30 P.M. Cocktails	PREVIEW: "CLEOPATRA" INSPIRED FASHIONS Preview for the press of ready-to-wear, furs, accessories and beauty products, inspired by 20th Century Fox film "Cleopatra." Buffet at 5:30. Fashion show at 6:45. Movie preview at 8:15. By invitation. Publicity: Audrey Leeds, CO. 5-3320, Ext. 45.	TWENTIETH CENTURY FOX	AMERICANA HOTEL GARDEN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 11 7:30 P.M. Dinner	EIGHTH ANNUAL DESIGN AWARDS PRESENTATION All invitations have been issued.(Black Tie) LL. 6-2681.	SPORTS ILLUSTRATED	RIVER CLUB 447 EAST 52ND STREET Contact: Patricia Young,
June 12	STERN'S RELEASE DATE--Bridal fashions. (Preview June 10--See Page 2)		
Wednesday June 12 9:15 A.M.; 11:00 A.M.	PREVIEW OF FALL- WINTER FUR FASHIONS "Ollie" and House of Black Diamond will present Fall-Winter fur fashions; also introducing "Valentino of Rome," sportive collection. Two showings at 9:15 and 11:00. By invitation. Contact: PE. 6-5573.	OLIVER GINTEL, INC.	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday June 12 9:30 A.M. Breakfast	SPECIAL SHOWING OF FURS BY LILY DACHE A special showing of Fall-Winter fur fashions, designed by Lilly Dache for Wells-Treister. For press and buyers by invitation. Continuous daily thereafter at showroom, 3rd floor. Contact: Melvin Treister, PE. 6-7681. Publicity: Eleanor Lambert, MU. 8-2130.	WELLS-TREISTER CO. (345 SEVENTH AVE.)	REGENCY HOTEL BALLROOM
Wednesday June 12 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS Preview of Fall import fashions; also showing of Fall-Winter furs by Fontana. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
June 12	FREDRICA FURS, BUYER PREVIEW, WED., JUNE 12 AT 10:30 A.M.-(345 7TH AVE.)		
Wednesday June 12 12:00 Noon	OPENING OF FALL COLLECTION Martier-Raymond will present their Fall collection of daytime and evening fashions. For press and buyers, by invitation. Daily thereafter by appointment. Contact: Mrs. Dee, PL. 3-0020 or PL. 3-0697.	MARTIER-RAYMOND	13 WEST 57TH STREET SHOWROOM - 2ND FLOOR
Wednesday June 12 2:30 P.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
June 12	PRESS SHOWING OF SARMI'S FALL COLLECTION AT 4:00 P.M. (See Pg. 2)		
Wednesday June 12 4:30 P.M.- 6:30 P.M. Cocktails	SHOWING OF FUR FASHIONS "Salute To The States"--American Fur Market fashion show for buyers, pro- duced by the Fur Information & Fashion Council. By invitation. Contact: Marcelene Slutzker at Ruder & Finn, 130 E. 59th St., PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	STATLER-HILTON HOTEL SKYTOP ROOM(18TH FLOOR)
Wednesday June 12 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Bruno Landi, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Wednesday June 12 7:00 P.M.	FALL BRIDAL SHOW FOR CUSTOMERS Showing of Macy's Fall bridal collection. By admission ticket only. Contact: Joan Springler, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	HUNTER COLLEGE AUD. PARK AVE. & 68TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 13 10:00 A.M.	OPENING OF FALL COUTURE FASHIONS Fall coats, suits, dresses, evening gowns, designed by Tarquin Ebker. For press and buyers, by invitation. Thereafter by appointment. Contact: Tarquin Ebker, PL. 2-8567.	TARQUIN EBKER	19 WEST 57TH STREET SALON - 5TH FLOOR
Thursday June 13 10:30 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Fall-Winter fur collection; also a couture group, designed by Pauline Trigere. Showing for buyers, Friday, June 14 at 10:30 A.M. Both shows by invitation. Contact: BR. 9-0633. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Thursday June 13 10:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS By invitation. (For Release, Mon., June 17.) Customer showing, Mon., June 17 at 6:30, St. George Hotel, Grand Ballroom. By reservation. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
Thursday June 13 12:00 Noon	OPENING: FALL COLLECTION Fall dresses, costumes, and coats, designed by John Moore. Thereafter, June 18 and 20 at 12:00 Noon. By reservation. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday June 13 1:00 P.M. Luncheon	PREVIEW: FALL COCKTAIL AND EVENING FASHIONS Sonia will present her Fall collection of cocktail and evening fashions, designed by Miguel Dorian. Show at 1:30. For press and buyers, by invitation. Informal showings thereafter at salon. Contact: Ethel Arkin, PL. 3-8241. Publ.: Pauline Greene at Charles Charney & Co., TN. 7-2288.	SONIA, INC. (41 WEST 57TH ST.)	HOTEL ASTOR REGENCY ROOM
June 13	CEIL CHAPMAN'S PRESS SHOWING AT 2:30 P.M. (530 Seventh Avenue).		
Thursday June 13 3:30 P.M.	PREVIEW: COUTURE FALL COLLECTION Preview of couture Fall dresses, coats, and suits, designed by Eric Lund. For press and buyers, by invitation. Daily thereafter by appointment. Contact: Joan March, WI. 7-1076.	ERIC LUND	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 13 5:30 P.M. Cocktails	PREVIEW: WOMEN'S KNITTED FASHIONS "Non-Stop Woolknits"---nineteenth annual fashion show at 6:30 P.M. and banquet, previewing women's wool knitwear for Fall. Annual Woolknit awards for top designers. By invitation. Knitters and designers admitted to banquet at 7:30 <u>after show</u> . Publicity: Eleanor Kairalla, MU. 8-1172.	WOOL ASSOCIATES, INC.; AMERICAN WOOL COUNCIL	HOTEL PIERRE BALLROOM
June 14	MACY'S RELEASE DATE--Furniture & accessories for the second home.(No Show)		
Friday June 14 9:00 A.M.& 12:00 Noon	AMERICAN READY-TO-WEAR- BREAKFAST & LUNCHEON American Ready-To-Wear, Fall 1963. Speaker--Carol Bjorkman, "Women's Wear Daily." Co-chmn.: Catherine di Montezemolo, "Ladies Home Journal"; Kay Kerr, Neiman Marcus. <u>Breakfast</u> : \$6.00, members; \$10.00, guests. <u>Luncheon</u> : \$10.00, members; \$15.00, guests. Exhibit--millinery shoes and accessories, 10:00 A.M. to 3:00 P.M.; admission \$1.00 for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 16	FATHER'S DAY--Sunday.		
June 17	MARTIN'S RELEASE DATE--Fall bridal fashions. Preview June 13. (See Pg.12)		
Monday June 17 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS By invitation. Customer showing, Wed., June 19 at 6:00 P.M. Public showing, Thurs., June 20 at 6:00 P.M. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	3RD FLOOR BRIDAL SALON
Beginning Monday June 17	PREMIERE SHOWING: TWO MILLINERY COLLECTIONS "Adolfo Realites and Adolfo II"--two new Fall millinery collections by Adolfo. Showing daily, by appointment. Contact: Miss Midge, LA. 4-8967.	ADOLFO, INC.	32 WEST 39TH STREET SHOWROOM - 12TH FLOOR
June 25	ALTMAN'S RELEASE DATE--Bridal fashions. (No Press Show)		
Tuesday June 25 8:30 A.M. Breakfast	PREVIEW OF KNIT FASHIONS FOR FALL Showing of knit fashions for Fall 1963, by leading American designers. Showing at 9:15. By invitation. Contact: Irene Golub, OX. 5-1445.	ALAMAC KNITTING MILLS	THE FOUR SEASONS 99 EAST 52ND STREET
Tuesday June 25 10:30 A.M.	PREVIEW OF FALL MILLINERY Mr. John's Fall collection of millinery for press and buyers. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Tuesday June 25 5:00 P.M.	AMERICAN SHOE DESIGNER AWARD Reception and fashion show, honoring American shoe designers. By invitation. Publicity: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	WALDORF-ASTORIA SERT ROOM
Monday July 1 12:00 Noon	PRESS PREVIEW OF FALL MILLINERY Bergdorf Goodman will preview Fall millinery, designed by Halston. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday July 2 10:00 A.M.	PREVIEW OF FALL HAT COLLECTION Preview for press of Sally Victor's Fall millinery collection. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Tuesday July 2 3:00 P.M.	OPENING: FALL COUTURE FASHIONS Daytime, cocktail, and evening fashions, including coats, designed by Pepe Fernandez. By invitation. Thereafter by appointment. Contact: Miss Justo, CO. 5-1022.	PEPE FERNANDEZ	24 WEST 57TH STREET SALON - SUITE 505
Wednesday July 3 9:00 A.M.& 12:00 Noon	PREVIEW OF FALL MILLINERY "Vernissage--Autumn and Winter Millinery"--presented by Adolfo. Showings: <u>buyers</u> at 9:00 A.M.; <u>press</u> at 12:00 Noon. Both shows by invitation. Contact: Miss Elizabeth, MU. 8-4410. Publicity: Eleanor Lambert, MU. 8-2130.	ADOLFO, INC.	22 EAST 56TH STREET SALON - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 5	ALTMAN RELEASE DATE--New collection of imported shoes. (No Press Show)		
Saturday July 6- July 12	FORTY-FIRST NATIONAL PRESS WEEK IN NEW YORK Fall collections by leading designers (members of N.Y. Couture Group, auxiliary and group showings) for visiting press. By invitation only. Press Director: Kittie Campbell, LA. 4-0461.	N.Y. COUTURE GROUP (1450 BROADWAY)	HOTEL PIERRE
Monday July 8 10:30 A.M.	PREVIEW OF FALL MILLINERY Preview for press and buyers of Vincent Harmik's Fall millinery collection. By invitation. Contact: PL. 3-6449.	VINCENT HARMIK OF NOLLY, INC. (72 E. 56 ST.)	HOTEL DRAKE DEVON ROOM
Monday July 8 4:15 P.M. Cocktails	PREVIEW OF FALL MILLINERY Emme will present her Fall collection of millinery to the press and buyers. Show at 5:00. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	EMME (19 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday July 9 9:30 A.M. Coffee	PREVIEW OF FALL MILLINERY Fall millinery collections of Irene and Rivera will be presented to the press and buyers. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Tuesday July 9 11:30 A.M.	PREVIEW OF FALL MILLINERY Preview for press and buyers of Fall millinery by Christian Dior-New York. By invitation. Publicity: Edith Kingston, PL. 3-7300, Ext. 423.	CHRISTIAN DIOR- NEW YORK	2ND FLOOR CUSTOM SALON
Tuesday July 9 7:00 P.M.	PREVIEW OF FALL HATS The Trade Promotion Committee of Millinery Promotions, Inc. showing of Fall hats by the Millinery Creators of America and Millinery Fashion Exhibitors. Prices: retailers, \$10.00, ballroom; \$5.00, mezzanine (includes dinner); manufacturers and importers, as heretofore. Seating limited, contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 WEST 40TH ST.)	HOTEL ASTOR BALLROOM & MEZZANINE
Sunday July 14- July 18	OPENING: FLORENCE COUTURE FASHIONS Contact: G.B. Giorgini, 10 Lungarno Acciaiuoli, Florence Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Monday July 17- July 19	COUTURE OPENINGS IN LONDON Contact: Lady Joubert, 315 Regent Street, London, W 1.	INCORPORATED SOCIETY OF LONDON DESIGNERS	LONDON, ENGLAND
Beginning Monday July 22	FALL OPENINGS IN PARIS July 22: Godard, Heim, Riviere. July 23: Balmain, Esterel, de Rauch, Yorn, Zabaleta. July 24: Hermes, Laroche, Patou, Ricci, Tellin. July 25: Dior, Terreras, Lanvin, Rouff, Simonetta et Fabiani, Venet. July 26: Carven, Courreges, Griffe. July 27: Cardin. Aug. 1: Louis Feraud. Contact: Chambre Syndicale, 102 Rue du Faubourg St-Honore, Paris, France.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

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